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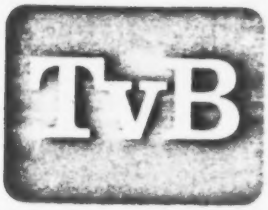

GROSS NATIONAL PRODUCT
TOTAL ADVERTISING VOLUME
TELEVISION AD VOLUME

1960-1990

Research Department
Television Bureau of Advertising
June 1980

Television Bureau of Advertising, Inc. 1345 Avenue of the Americas New York, New York 10019

GROSS NATIONAL PRODUCT AND TOTAL ADVERTISING VOLUME 1960-1990

Revised 6/20/80

	GNP		Ad Volume		
	Billions	% Change	Millions	% Change	% of GNP
1960	$ 506.0	+ 4.0	$11,960	+ 6.1	2.36
1961	523.3	+ 3.4	11,860	- 0.8	2.27
1962	563.8	+ 7.7	12,430	+ 4.8	2.20
1963	594.7	+ 5.5	13,100	+ 5.4	2.20
1964	635.7	+ 6.9	14,150	+ 8.0	2.23
1965	688.1	+ 8.2	15,250	+ 7.8	2.22
1966	753.0	+ 9.4	16,630	+ 9.0	2.21
1967	796.3	+ 5.8	16,870	+ 1.4	2.12
1968	868.5	+ 9.1	18,090	+ 7.2	2.08
1969	935.5	+ 7.7	19,420	+ 7.4	2.08
1970	982.4	+ 5.0	19,550	+ 0.7	1.99
1971	1,063.4	+ 8.2	20,740	+ 6.1	1.95
1972	1,171.1	+10.1	23,300	+12.3	1.99
1973	1,306.6	+11.6	25,120	+ 7.8	1.92
1974	1,412.9	+ 8.1	26,820	+ 6.8	1.90
1975	1,528.8	+ 8.2	28,160	+ 5.0	1.84
1976	1,702.2	+11.3	33,690	+19.6	1.98
1977	1,899.5	+11.6	37,920	+12.6	2.00
1978	2,127.6	+12.0	43,970	+15.8	2.07
1979	2,368.8	+11.3	49,830	+13.7	2.10
1980	2,595.0	+ 9.5	55,500	+11.4	2.14
1981	2,860.0	+10.2	61,050	+10	2.13
1982	3,145.0		67,770		2.15
1983	3,460.0		75,220		2.17
1984	3,805.0		83,490		2.19
1985	4,185.0		92,680		2.21
1986	4,605.0	+10	102,870	+11*	2.23
1987	5,065.0		114,190		2.25
1988	5,575.0		126,750		2.27
1989	6,130.0		140,690		2.30
1990	6,745.0		156,170		2.32

Sources: GNP, U.S. Dept. of Commerce
1960-79 TvB estimates 1980-90
Ad Volume, McCann-Erickson 1960-80
TvB estimates 1981-90

TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1990

Revised 6/20/80

	AD VOLUME		TV AD VOLUME		
	Millions	% Change	Millions	% Change	% Of Ad Vol.
1960	$11,960	+ 6.1	$ 1,627	+ 6.4	13.6
1961	11,860	- 0.8	1,691	+ 3.9	14.3
1962	12,430	+ 4.8	1,897	+12.2	15.3
1963	13,100	+ 5.4	2,032	+ 7.1	15.5
1964	14,150	+ 8.0	2,289	+12.6	16.2
1965	15,250	+ 7.8	2,515	+ 9.9	16.5
1966	16,630	+ 9.0	2,823	+12.2	17.0
1967	16,870	+ 1.4	2,909	+ 3.0	17.2
1968	18,090	+ 7.2	3,231	+11.1	17.9
1969	19,420	+ 7.4	3,585	+11.0	18.5
1970	19,550	+ 0.7	3,596	+ 0.3	18.4
1971	20,740	+ 6.1	3,534	- 1.7	17.0
1972	23,300	+12.3	4,091	+15.8	17.6
1973	25,120	+ 7.8	4,460	+ 9.0	17.8
1974	26,820	+ 6.8	4,851	+ 8.8	18.1
1975	28,160	+ 5.0	5,263	+ 8.5	18.7
1976	33,690	+19.6	6,721	+27.7	19.9
1977	37,920	+12.6	7,612	+13.3	20.1
1978	43,970	+15.8	8,979	+18.0	20.4
1979	49,830	+13.7	10,195	+13.5	20.5
1980	55,500	+11.4	11,665	+14	21.0
1981	61,050	+10	13,095	+12	21.4
1982	67,770		14,810		21.9
1983	75,220		16,750		22.3
1984	83,490		18,950		22.7
1985	92,680		21,445		23.1
1986	102,870	+11*	24,280	+13*	23.6
1987	114,190		27,490		24.1
1988	126,750		31,140		24.6
1989	140,690		35,280		25.1
1890	156,170		39,975		25.6

Sources: Ad Volume, McCann-Erickson 1960-80
TvB estimates 1981-90
TV Ad Volume, McCann-Erickson 1960-79
TvB estimates 1980-90

TELEVISION AD VOLUME 1960-1990

Revised 6/20/80

	TV Ad Volume		Network			Spot			Local		
	Millions	% Chg.	Millions	% Chg	% TV	Millions	% Chg	% TV	Millions	% Chg	% TV
1960	$1,627	+ 6.4	$ 820	+ 5.7	50.4	$ 527	+ 8.4	32.4	$ 280	+ 4.9	17.2
1961	1,691	+ 3.9	887	+ 8.2	52.5	548	+ 4.0	32.4	256	- 8.6	15.1
1962	1,897	+12.2	976	+10.0	51.4	629	+14.8	33.2	292	+14.1	15.4
1963	2,032	+ 7.1	1,025	+ 5.0	50.4	698	+11.0	34.4	309	+ 5.8	15.2
1964	2,289	+12.6	1,132	+10.4	49.5	806	+15.5	35.2	351	+13.6	15.3
1965	2,515	+ 9.9	1,237	+ 9.3	49.2	892	+10.7	35.5	386	+10.0	15.3
1966	2,823	+12.2	1,393	+12.6	49.3	988	+10.8	35.0	442	+14.5	15.7
1967	2,909	+ 3.0	1,455	+ 4.5	50.0	988	0.0	34.0	466	+ 5.4	16.0
1968	3,231	+11.1	1,523	+ 4.7	47.1	1,131	+14.5	35.0	577	+23.8	17.9
1969	3,585	+11.0	1,678	+10.2	46.8	1,253	+10.8	35.0	654	+13.3	18.2
1970	3,596	+ 0.3	1,658	- 1.2	46.1	1,234	- 1.5	34.3	704	+ 7.6	19.6
1971	3,534	- 1.7	1,593	- 3.9	45.1	1,145	- 7.2	32.4	796	+13.1	22.5
1972	4,091	+15.8	1,804	+13.2	44.1	1,318	+15.1	32.2	969	+21.7	23.7
1973	4,460	+ 9.0	1,968	+ 9.1	44.1	1,377	+ 4.5	30.9	1,115	+15.1	25.0
1974	4,851	+ 8.8	2,145	+ 9.0	44.2	1,495	+ 8.6	30.8	1,211	+ 8.6	25.0
1975	5,263	+ 8.5	2,306	+ 7.5	43.8	1,623	+ 8.6	30.8	1,334	+10.2	25.4
1976	6,721	+27.7	2,857	+23.9	42.5	2,154	+32.7	32.0	1,710	+28.5	25.5
1977	7,612	+13.3	3,460	+21.1	45.5	2,204	+ 2.3	28.9	1,948	+13.9	25.6
1978	8,979	+18.0	3,975	+14.9	44.3	2,581	+17.1	28.7	2,423	+24.4	27.0
1979	10,195	+13.5	4,540	+14.2	44.5	2,890	+12.0	28.4	2,765	+14.1	27.1
1980	11,665	+14	5,220	+15	44.8	3,295	+14	28.2	3,150	+14	27.0
1981	13,095	+12	5,845	+12	44.7	3,690	+12	28.1	3,560	+13	27.2
1982	14,810		6,545		44.2	4,135		27.9	4,130		27.9
1983	16,750		7,330		43.8	4,630		27.6	4,790		28.6
1984	18,950		8,210		43.3	5,185		27.4	5,555		29.3
1985	21,445		9,195		42.9	5,805		27.1	6,445		30.0
1986	24,280	+13*	10,300	+12*	42.4	6,505	+12*	26.8	7,475	+16*	30.8
1987	27,490		11,535		42.0	7,285		26.5	8,670		31.5
1988	31,140		12,920		41.5	8,160		26.2	10,060		32.3
1989	35,280		14,470		41.0	9,140		25.9	11,670		33.1
1990	39,975		16,205		40.5	10,235		25.6	13,535		33.9

*Estimated average annual growth rate through 1990. Does not represent expected growth for any given year, particularly presidential election years where the growth rate has been historically higher.

Sources: TV Ad Volume, McCann-Erickson 1960-79
TvB estimates 1980-90

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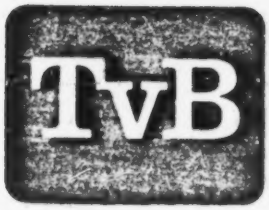

GROSS NATIONAL PRODUCT
TOTAL ADVERTISING VOLUME
TELEVISION AD VOLUME

1960-1990

Research Department
Television Bureau of Advertising
Oct. 1980

Television Bureau of Advertising, Inc. 1345 Avenue of the Americas New York, New York 10019

Revised 10/2/80

GROSS NATIONAL PRODUCT AND TOTAL ADVERTISING VOLUME 1960-1990

	GNP		Ad Volume		
	Billions	% Change	Millions	% Change	% of GNP
1960	$ 506.0	+ 4.0	$11,960	+ 6.1	2.36
1961	523.3	+ 3.4	11,860	- 0.8	2.27
1962	563.8	+ 7.7	12,430	+ 4.8	2.20
1963	594.7	+ 5.5	13,100	+ 5.4	2.20
1964	635.7	+ 6.9	14,150	+ 8.0	2.23
1965	688.1	+ 8.2	15,250	+ 7.8	2.22
1966	753.0	+ 9.4	16,630	+ 9.0	2.21
1967	796.3	+ 5.8	16,870	+ 1.4	2.12
1968	868.5	+ 9.1	18,090	+ 7.2	2.08
1969	935.5	+ 7.7	19,420	+ 7.4	2.08
1970	982.4	+ 5.0	19,550	+ 0.7	1.99
1971	1,063.4	+ 8.2	20,740	+ 6.1	1.95
1972	1,171.1	+10.1	23,300	+12.3	1.99
1973	1,306.6	+11.6	25,120	+ 7.8	1.92
1974	1,412.9	+ 8.1	26,820	+ 6.8	1.90
1975	1,528.8	+ 8.2	28,160	+ 5.0	1.84
1976	1,702.2	+11.3	33,690	+19.6	1.98
1977	1,899.5	+11.6	37,920	+12.6	2.00
1978	2,127.6	+12.0	43,970	+15.8	2.07
1979	2,368.8	+11.3	49,830	+13.7	2.10
1980	2,545.0	+ 7.4	55,500	+11.4	2.18
1981	2,800.0	+10.0	61,050	+10	2.18
1982	3,080.0	↑	67,770	↑	2.20
1983	3,390.0		75,220		2.22
1984	3,725.0		83,490		2.24
1985	4,100.0		92,680		2.26
1986	4,510.0	+10	102,870	+11*	2.28
1987	4,960.0	↓	114,190	↓	2.30
1988	5,460.0		126,750		2.32
1989	6,000.0		140,690		2.34
1990	6,600.0		156,170		2.37

Sources: GNP, U.S. Dept. of Commerce
1960-79 TvB estimates 1980-90
Ad Volume, McCann-Erickson 1960-80
TvB estimates 1981-90

TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1990

Revised 10/2/80

	AD VOLUME		TV AD VOLUME		
	Millions	% Change	Millions	% Change	% Of Ad Vol.
1960	$11,960	+ 6.1	$ 1,627	+ 6.4	13.6
1961	11,860	- 0.8	1,691	+ 3.9	14.3
1962	12,430	+ 4.8	1,897	+12.2	15.3
1963	13,100	+ 5.4	2,032	+ 7.1	15.5
1964	14,150	+ 8.0	2,289	+12.6	16.2
1965	15,250	+ 7.8	2,515	+ 9.9	16.5
1966	16,630	+ 9.0	2,823	+12.2	17.0
1967	16,870	+ 1.4	2,909	+ 3.0	17.2
1968	18,090	+ 7.2	3,231	+11.1	17.9
1969	19,420	+ 7.4	3,585	+11.0	18.5
1970	19,550	+ 0.7	3,596	+ 0.3	18.4
1971	20,740	+ 6.1	3,534	- 1.7	17.0
1972	23,300	+12.3	4,091	+15.8	17.6
1973	25,120	+ 7.8	4,460	+ 9.0	17.8
1974	26,820	+ 6.8	4,851	+ 8.8	18.1
1975	28,160	+ 5.0	5,263	+ 8.5	18.7
1976	33,690	+19.6	6,721	+27.7	19.9
1977	37,920	+12.6	7,612	+13.3	20.1
1978	43,970	+15.8	8,979	+18.0	20.4
1979	49,830	+13.7	10,195	+13.5	20.5
1980	55,500	+11.4	11,510	+13	20.7
1981	61,050	+10	12,825	+11	21.0
1982	67,770	↑	14,660	↑	21.6
1983	75,220	|	16,750	|	22.3
1984	83,490	|	19,135	|	22.9
1985	92,680	|	21,870	|	23.6
1986	102,870	+11*	24,990	+14*	24.3
1987	114,190	|	28,565	|	25.0
1988	126,750	|	32,645	|	25.8
1989	140,690	|	37,315	|	26.5
1990	156,170	↓	42,665	↓	27.3

Sources: Ad Volume, McCann-Erickson 1960-80
TVB estimates 1981-90
TV Ad Volume, McCann-Erickson 1960-79
TVB estimates 1980-90

Revised 10/2/80

TELEVISION AD VOLUME 1960-1990

	TV Ad Volume		Network			Spot			Local		
	Millions	% Chg.	Millions	% Chg	% TV	Millions	% Chg	% TV	Millions	% Chg	% TV
1960	$1,627	+ 6.4	$ 820	+ 5.7	50.4	$ 527	+ 8.4	32.4	$ 280	+ 4.9	17.2
1961	1,691	+ 3.9	887	+ 8.2	52.5	548	+ 4.0	32.4	256	- 8.6	15.1
1962	1,897	+12.2	976	+10.0	51.4	629	+14.8	33.2	292	+14.1	15.4
1963	2,032	+ 7.1	1,025	+ 5.0	50.4	698	+11.0	34.4	309	+ 5.8	15.2
1964	2,289	+12.6	1,132	+10.4	49.5	806	+15.5	35.2	351	+13.6	15.3
1965	2,515	+ 9.9	1,237	+ 9.3	49.2	892	+10.7	35.5	386	+10.0	15.3
1966	2,823	+12.2	1,393	+12.6	49.3	988	+10.8	35.0	442	+14.5	15.7
1967	2,909	+ 3.0	1,455	+ 4.5	50.0	988	0.0	34.0	466	+ 5.4	16.0
1968	3,231	+11.1	1,523	+ 4.7	47.1	1,131	+14.5	35.0	577	+23.8	17.9
1969	3,585	+11.0	1,678	+10.2	46.8	1,253	+10.8	35.0	654	+13.3	18.2
1970	3,596	+ 0.3	1,658	- 1.2	46.1	1,234	- 1.5	34.3	704	+ 7.6	19.6
1971	3,534	- 1.7	1,593	- 3.9	45.1	1,145	- 7.2	32.4	796	+13.1	22.5
1972	4,091	+15.8	1,804	+13.2	44.1	1,318	+15.1	32.2	969	+21.7	23.7
1973	4,460	+ 9.0	1,968	+ 9.1	44.1	1,377	+ 4.5	30.9	1,115	+15.1	25.0
1974	4,851	+ 8.8	2,145	+ 9.0	44.2	1,495	+ 8.6	30.8	1,211	+ 8.6	25.0
1975	5,263	+ 8.5	2,306	+ 7.5	43.8	1,623	+ 8.6	30.8	1,334	+10.2	25.4
1976	6,721	+27.7	2,857	+23.9	42.5	2,154	+32.7	32.0	1,710	+28.5	25.5
1977	7,612	+13.3	3,460	+21.1	45.5	2,204	+ 2.3	28.9	1,948	+13.9	25.6
1978	8,979	+18.0	3,975	+14.9	44.3	2,581	+17.1	28.7	2,423	+24.4	27.0
1979	10,195	+13.5	4,540	+14.2	44.5	2,890	+12.0	28.4	2,765	+14.1	27.1
1980	11,510	+13	5,175	+14	45.0	3,295	+14	28.6	3,040	+10	26.4
1981	12,825	+11	5,795	+12	45.2	3,655	+11	28.5	3,375	+11	26.3
1982	14,660	↑	6,610	↑	45.1	4,135	↑	28.2	3,915	↑	26.7
1983	16,750		7,535		45.0	4,670		27.9	4,545		27.1
1984	19,135		8,590		44.9	5,275		27.6	5,270		27.5
1985	21,870		9,790		44.8	5,965		27.3	6,115		27.9
1986	24,990	+14*	11,160	+14*	44.6	6,740	+13*	27.0	7,090	+16*	28.4
1987	28,565		12,725		44.5	7,615		26.7	8,225		28.8
1988	32,645		14,500		44.4	8,605		26.4	9,540		29.2
1989	37,315		16,530		44.3	9,720		26.0	11,065		29.7
1990	42,665	↓	18,845	↓	44.2	10,985	↓	25.7	12,835	↓	30.1

*Estimated average annual growth rate through 1990. Does not represent expected growth for any given year, particularly presidential election years where the growth rate has been historically higher.

Sources: TV Ad Volume, McCann-Erickson 1960-79
TvB estimates 1980-90